

## “LISTEN TO THE VOICE OF VILLAGES”

### PP8 Transnational Study Visit and Workshop “Pilot Projects and marketing of regional products” Forchheim, 17-19 October 2010

Sunday, 17 October 2010		Study Visit I: Rural Tourism in practice
<b>Arrival of partners</b>		
15:00 – 18:00	<p><b>PP8 Pilot Area: Rural Tourism in practice - Day of Open Distilleries and vernissages around the Walberla hill</b></p> <ul style="list-style-type: none"> <li>• 15.00: Bus &amp; cars from Hotel Kronengarten, Bamberger Str. 6a, D-91301 Forchheim</li> <li>• Visit of Weingarts – Mittelehrenbach - Dietzhof: Testing of the tourism offers and meeting with PP8 LGG and Pilot Project partners; regional delicacies (Schäufele, sausages, cakes etc.) evtl. short walk (depending on weather conditions)</li> </ul>	
Monday, 18 October 2010		Arrivals, Pilot Project and Study Visit II
<b>Arrival of further partners</b>		
11:00	<p><b>Pilot Project “Voluntary tourists to support fruit farmers”</b></p> <ul style="list-style-type: none"> <li>• Meeting place: District Office Forchheim/Landratsamt Forchheim, Großer Sitzungssaal; Am Streckerplatz 3, D-91301 Forchheim</li> <li>• Welcome addresses by Reinhardt Glauber, District Officer Forchheim and Dr. Andreas Knorr, head of Agricultural Authority Bamberg</li> <li>• Introduction by Dr. Andreas Rösch, head of “Listen” project at District Office Forchheim (in English)</li> <li>• Presentations on the Pilot Project by Maria Schmitt and Daniela Gorsler (partly in English)</li> <li>• Feedback discussion</li> </ul>	
12:30	<b>Lunch Imbiss prepared by direct marketer</b>	
ca.13:00	<b>Start Bus Excursion Special Guest: Franconian Switzerland Cherry Queen Michaela I</b>	
13:30 - 15:15	<p><b>Visit of the traditional costumes’ show room Leutenbach</b></p> <ul style="list-style-type: none"> <li>• Meeting Point: Town hall, St.-Moritz-Str. 5, D-91359 Leutenbach</li> <li>• Welcome address by Major Otto Siebenhaar</li> <li>• Guided tour by Katharina and Reinhold Kraft and Monika Kaul, Franconian Switzerland Association; translation: Franz Galster</li> <li>• Home made coffee and cake</li> </ul>	

15:30 - 17:30	<p><b>Pilot Project "Route of half-timbered houses" – Guided tour through Kunreuth</b></p> <ul style="list-style-type: none"> <li>• Meeting point: City hall Kunreuth, Schloßstr. 3, D-91358 Kunreuth</li> <li>• Guides: Major Dr. Hermann Ulm and external expert Ingrid Saal (tourism developer) (partly in English)</li> </ul>
18:00 - 18:30	<p><b>Impressions of half-timbered houses in Hetzles – Bustour and slideshow</b></p> <ul style="list-style-type: none"> <li>• Meeting point: City hall Hetzles, Hauptstraße 3, D-91077 Hetzles</li> <li>• Welcome address by Major Franz Schmidlein</li> </ul>
18:30	<p><b>Dinner at Mendelwirt Hetzles (Gasthaus "Schwarzer Adler")</b> Slide show impressions of Hetzles by Harald Ebelt</p>
21:00	<b>Bus transfer to Forchheim</b>
<b>Tuesday, 19 October 2010                      Workshop "Regional products"</b>	
09:00	<p><b>Workshop „Regional products – Drivers in sustainable rural tourism!?"</b> Meeting place:        Vereinigte Raiffeisenbanken, Geschäftsstelle Forchheim, Nürnberger Str. 5, D-91301 Forchheim</p> <p>Welcome address by Rainer Lang, Director Vereinigte Raiffeisenbanken Gräfenberg-Forchheim-Eschenau-Heroldsberg eG</p> <ul style="list-style-type: none"> <li>• Keynote speech Franz-Xaver Bauer, Head of Tourismuszentrale Fränkische Schweiz</li> </ul> <p>Examples of marketing campaigns and networks for regional products:</p> <ul style="list-style-type: none"> <li>• "Original regional" – Marketing of regional products in the Nuremberg Metropolitan Region Heike Thieler-Graafmann, Marketingverein EMN (in English)</li> <li>• "Genussregion Oberfranken" (Culinary Region Upper Franconia) Dr. Bernd Sauer, Handwerkskammer Bayreuth (in English)</li> </ul>
11:00	<b>Coffee Break</b>

11:30	<p>Examples of concrete distribution of regional products in the Forchheim Administrative District:</p> <ul style="list-style-type: none"> <li>• „Bauernmarkt Forchheim“(Farmers’ market Forchheim) Dr. Friedrich Oehme, Bund Naturschutz, Kreisgruppe Forchheim (in English)</li> <li>• „Einkaufen auf dem Bauernhof“ (Shopping on farms) and „Genießerwege rund ums Walberla“ Micha Riegel-Engelhardt, Cafe&amp;Distillery „Geist-Reich“ (in English)</li> <li>• „Regionaltheke Franken e.V.“ (Regional sales network Franconia) Kirsten Pfaller, Agricultural Authority Bamberg (in English)</li> </ul>
13:00	<p><b>Final session - Experiences and ideas of the “Listen” partners for the role of regional products in sustainable rural tourism</b></p> <ul style="list-style-type: none"> <li>• Moderation: Dr. Andreas Rösch and Daniela Gorsler (in English)</li> </ul>
13:30	<p><b>Closing of the meeting</b></p>
13:30	<p><b>“original regional” lunch imbiss</b></p>
	<p><b>Departure of partners</b></p>